ARTIST DEVELOPMENT MANAGER

Read the text below and write the word that best fits the gap. Use only one word in each gap.

Patti Wilkins is (1)_____ Artist Development Manager. She specializes in pop music and is (2)_____ for managing the production (3)_____ a pop singer's new single or album and (4)_____ that it involves.

She is the person who selects the songs for the album, the photographs for publicity purposes, who shoots the video and chooses the clothes the singer (5)_____ for that video. In (6)_____ typical day she will meet the people designing the artwork for the album, the singer's manager, journalists and marketing managers.

(7)_____ the week she will have to listen to the hundreds of tapes that are (8)_____ to the record company by singers and bands hoping to (9)_____ famous one day. She needs to understand (10)_____ makes a good pop band and at the same time has to be (11)_____ to spot star potential. In (12)_____ of working long hours she feels it is (13)_____ it when a song finally gets into the pop charts.

She learnt about the pop industry by (14)_____ work experience and editing pop magazines (15)_____ well as taking a business course. In that way she (16)_____ out how to go about marketing and selling in the highly competitive music industry.



LIVEWORKSHEETS